

Covers the Torrance District Like a Blanket.

Torrance Herald

"There is no Substitute for Circulation."

TORRANCE, CALIF., THURSDAY, APRIL 22, 1926

Every Thursday

5c per Copy

Twelfth Year—No. 16

Published Weekly

FOUR NEW TRUSTEES TAKE OFFICE

Many Here Hit as Law Punctures Nu-Air Tire Promotion Scheme WILL GIVE AWAY TWO AUTOMOBILES

Tom Foley Named As Smith Resigns; Dennis Is Mayor

Largest Crowd in History of Trustees' Meetings Sees Wolfe, Dennis, Inman Sworn in and Business Man Named Successor

WILLIS BROOKS DECLINES POSITION AS MAYOR

Trustee Declares Man Who Heads Board Should Work in City; Appointed Member Pledges to Stand by People's League Platform

Important events followed one another in rapid succession when the three new members of the Board of Trustees took office Monday night. Willis M. Brooks was nominated as chairman of the board and declined. John Dennis was then unanimously elected. Then R. R. Smith, a prominent figure in local politics since the early days of Torrance, resigned. City Clerk A. H. Bartlett read Mr. Smith's letter of resignation, in which the retiring trustee suggested Tom Foley as his successor. Brady Wolfe moved that Mr. Foley be appointed. Mr. Foley was called from the audience and sworn in, and took his seat at the official table, to serve until the next election, two years away.

The largest crowd that ever attended a trustees' meeting in Torrance was on hand to welcome the new trustees to office.

As Mayor Robert J. Deininger swore in Brady Wolfe, Charles Inman, John Dennis, as trustees, and Harry Dolley and A. H. Bartlett, as treasurer and clerk, respectively, the officials took their seats amid loud applause.

The meeting marked the passing from official life of the last two members of the original Board of Trustees of Torrance—James M. Fitzhugh and R. R. Smith.

As soon as the new board was seated John Dennis nominated Willis Brooks for chairman of the board. Mr. Brooks rose and said: "I am mindful of the honor of being mayor of Torrance, but I believe that the chairman of this board should work in Torrance. I am out of the city most every day at my work, and in view of this fact I feel that I should decline the honor with thanks."

Dennis Is Chosen Trustee Inman then moved that John Dennis be chosen chairman. The motion was seconded by Mr. Brooks and was unanimously carried.

As soon as Mr. Dennis took the chair R. R. Smith asked A. H. Bartlett to read a letter. It was Trustee Smith's letter of resignation, which is published in full in another column.

As soon as the letter was finished Trustee Inman said: "I have been to a lot of of parties, but this is the best. We new members of the board feel that your resignation, Mr. Smith, rather takes the hub out of the wheel. The first impulse would be to ask you to reconsider, but after hearing such a fine letter I know that your mind is made up. Mr. Smith, you stand high in the estimation of your fellow-townsmen. And over my own personal protest and that of all the other members of the board, I move that the resignation be accepted."

Foley Sworn In As soon as this motion was put and carried, Mr. Foley was elected to fill the vacancy. He came forward from the audience, took the oath administered by City Clerk Bartlett, and said: "I certainly appreciate the honor of serving the city of Torrance and will do all in my power to make this administration a success. As a member of the People's League I heartily endorse the platform of that organization and will assist the three newly elected members to put into execution the principles to which they are pledged."

Mayor Dennis introduced James M. Fitzhugh, who retired from office last night after having served since the day Torrance was incorporated.

Fitzhugh Cites Ideal Mr. Fitzhugh recited the early efforts of Jared Sidney Torrance to build here an ideal city of factories and homes, and asserted that the high ideals of the city's founder had always served as a guide to the Board of Trustees.

The results of his vision are with us daily, although we may sometimes forget them," said Mr. Fitzhugh. "Our streets and alleys, and service facilities in the alleys, the trees and parks, are fruits of his labors. To maintain his ideals has been the trustees' aim. These ideals we pass on to you as a mantle for you to carry constantly that Torrance continue to be the fine city of which he dreamed."

Mr. Dennis expressed appreciation that such a large crowd attended the meeting and urged citizenship.

Changes Advisable "There are times in the life of every city when it is advisable to make changes in the personnel of public office holders. I have been a trustee for a number of years. I believe it is a good thing for Torrance now to bring new blood to its municipal government. In resigning I wish to urge the people of Torrance to give constantly increasing study to the problems that always confront their trustees. The hardest part of being a trustee is not to execute the will of the people, but to ascertain in all things just what the will of the people is. This knowledge can only be obtained from the people themselves. The more people who acquaint themselves with city affairs, the easier the task of their trustees becomes. Praises Decency "During my term as trustee I have found Torrance strikingly lacking in elements who seek spe-

Smith Quits Board

Letter of Resignation Urges People to Study City Problems

THANKS PEOPLE OF CITY

Retiring Trustee Expresses Gratitude for Co-operation of Public

With the resignation of R. R. Smith Monday night the last member of the original board of trustees in Torrance left office with an expression of gratitude for the co-operation accorded city officials by the public and the statement that the difficulty in being a trustee "is not to execute the will of the people, but to ascertain what the will of the people is."

Mr. Smith was one of the original "charter members" of the Torrance Board of Trustees, taking office when Torrance incorporated. Retiring with him Monday night was James M. Fitzhugh, also one of the first trustees of Torrance. Their retirement marks a new regime in Torrance politics.

Local Factory Involved The investigation by officials of Roegge's enterprise came shortly after he had made arrangements to purchase the Hendrie Tire Company's plant in Torrance. It was in this plant that Roegge intended to manufacture the Nu-Air tires. Roegge sought, both before and after completing arrangements for the purchase of the Hendrie plant, to induce Carl L. Hyde of the Torrance Chamber of Commerce to ask the city of Torrance to cancel the company's taxes for five years and pay the concern's power bill for the same period. Mr. Hyde informed Roegge that this would be impossible. Roegge told a committee of the Chamber of Commerce that he intended to make "another Gary, Indiana," out of Torrance. But his requests for cancellation of taxes and free power fell on deaf ears.

While Roegge's operations have embraced the whole of Pacific coast, no district has been so successful, it is said, in securing "boosters" at \$30 a head as in Lomita and Torrance. It is reported that approximately 6000 "boosters" on the coast have paid \$30 each into the company.

In a news story dealing with the complaint against Roegge the Los Angeles Times of Wednesday says: "Roegge's proposition centers about an automobile tire with a center of soft rubber composition pierced with holes. To market it he is said to have interested a group of salesmen called the 'charter members' of the 'Nu-Air Booster Club,' at \$30 each, for which was given a printed receipt, a lapel button, an automobile tail lamp, advertising literature, and the right to sell the tires.

"In addition, each charter member had the right to enlist 15 'senior members' of the club in the plan, the \$30 collected from each going to Roegge, according to the prosecution. The senior members in turn, had the right each to appoint 15 'regular members,' and the 'regular members' each to appoint 15 'junior members' in the club. Each member was supposed to receive a certain commission from all sales of tires by the club under them. Thus from the activities of each charter member Roegge, when the quota was completed, was scheduled to receive \$109,480. According to Mr. Torrance, Roegge has already appointed a large number of 'charter members.'"

"Sees Endless Chain Plan "In the plan itself Prosecutor Friedlander believes he has found a direct violation of the city ordinance prohibiting the operation of 'endless chain' schemes without a permit from the police commission.

"In the advertising of Roegge it is asserted that the tires are to be constructed with spiral holes as provided in the patent. Three submitted to the city prosecutor show that the holes therein had pierced straight and not spirally, according to Mr. Friedlander. Upon this and other asserted misrepresentations is based the charge of false advertising.

"In the sale of tires represented to be constructed with spiral holes, which in reality were pierced with straight holes—the sale being made to Mr. Torrance for \$40—is based the charge of obtaining money under false pretenses.

"Promises Attacked "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

Torrance Secures Complaint Against Promoter of Endless Chain Lure to Local People

City Prosecutor Friedlander of Los Angeles Tuesday punctured the Nu-Air tire "endless chain" selling bubble in which scores of Torrance and Lomita residents have invested, when he issued a complaint charging Fred C. Roegge, promoter of the enterprise, with obtaining money under false pretenses, false advertising, and violation of a Los Angeles city ordinance concerning the operation of such an organization.

The complaint was issued at the behest of J. S. Torrance, former city trustee of the city of Torrance and recently one of Roegge's promoters. In seeking the complaint a large group of investors in the Nu-Air Rubber Company of America who are demanding their money back. These investors, many of whom live in Lomita and Torrance, paid \$30 each for the privilege of becoming a "booster" in the enterprise and for the right to sell memberships to others. In addition each received a receipt, a lapel button, an automobile tail lamp, and advertising literature.

Local Factory Involved The investigation by officials of Roegge's enterprise came shortly after he had made arrangements to purchase the Hendrie Tire Company's plant in Torrance. It was in this plant that Roegge intended to manufacture the Nu-Air tires. Roegge sought, both before and after completing arrangements for the purchase of the Hendrie plant, to induce Carl L. Hyde of the Torrance Chamber of Commerce to ask the city of Torrance to cancel the company's taxes for five years and pay the concern's power bill for the same period. Mr. Hyde informed Roegge that this would be impossible. Roegge told a committee of the Chamber of Commerce that he intended to make "another Gary, Indiana," out of Torrance. But his requests for cancellation of taxes and free power fell on deaf ears.

While Roegge's operations have embraced the whole of Pacific coast, no district has been so successful, it is said, in securing "boosters" at \$30 a head as in Lomita and Torrance. It is reported that approximately 6000 "boosters" on the coast have paid \$30 each into the company.

In a news story dealing with the complaint against Roegge the Los Angeles Times of Wednesday says: "Roegge's proposition centers about an automobile tire with a center of soft rubber composition pierced with holes. To market it he is said to have interested a group of salesmen called the 'charter members' of the 'Nu-Air Booster Club,' at \$30 each, for which was given a printed receipt, a lapel button, an automobile tail lamp, advertising literature, and the right to sell the tires.

"In addition, each charter member had the right to enlist 15 'senior members' of the club in the plan, the \$30 collected from each going to Roegge, according to the prosecution. The senior members in turn, had the right each to appoint 15 'regular members,' and the 'regular members' each to appoint 15 'junior members' in the club. Each member was supposed to receive a certain commission from all sales of tires by the club under them. Thus from the activities of each charter member Roegge, when the quota was completed, was scheduled to receive \$109,480. According to Mr. Torrance, Roegge has already appointed a large number of 'charter members.'"

"Sees Endless Chain Plan "In the plan itself Prosecutor Friedlander believes he has found a direct violation of the city ordinance prohibiting the operation of 'endless chain' schemes without a permit from the police commission.

"In the advertising of Roegge it is asserted that the tires are to be constructed with spiral holes as provided in the patent. Three submitted to the city prosecutor show that the holes therein had pierced straight and not spirally, according to Mr. Friedlander. Upon this and other asserted misrepresentations is based the charge of false advertising.

"In the sale of tires represented to be constructed with spiral holes, which in reality were pierced with straight holes—the sale being made to Mr. Torrance for \$40—is based the charge of obtaining money under false pretenses.

"Promises Attacked "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

ises are being attacked. "Investors in the Roegge enterprise assert that while their money was paid in, their franchises to sell tires were never delivered to them; that the only tires so far manufactured by Roegge were samples for distribution, and have not been distributed to the public; that because of the meager manufacture they have not been enabled to make sales of tires; that the prom-

Chief's Chair Tilting

Planned Pay Cut May Cause Resignation of Louin Patterson

WHO'LL BE SUCCESSOR?

Friends Groom Candidates as Rumors of Ouster Action Circulate

Important changes in the personnel of the Torrance police department and death to the "percentage basis" in the engineering office loomed up as future certainties when the new Board of Trustees took office Monday night.

While no official word has come forth from the city officials, it is stated on good authority that the salary of the chief of police will be cut from \$300 to \$200 or \$225 a month and that the size of the force will be reduced. It is also determined that the new board will insist that the chief of police walk a beat during a portion of the day.

Whether Louin Patterson will remain as chief at a greatly reduced salary remains to be seen, but it is freely predicted that he will not.

Groom Candidates Anticipating a change in the police department, friends of present members of the force are promoting their candidacies for chief. Prominent among the officers whose friends are seeking his appointment is William Phillips, the oldest member of the force. A petition requesting the appointment of Phillips as chief is being circulated.

How members of the Board of Trustees will accept such a petition is debatable. Proponents of the Phillips candidacy declare that the board could not consistently disregard a petition with several hundred signatures on it. Others maintain that the board should disregard any such petition, whether for Phillips or someone else, basing their decision on the disavowment of the police department from politics, and contend that, inasmuch as the board will stand or fall on the functioning of the police department, the board should be allowed to name the chief without pressure from citizens who will not be officially responsible for the conduct of the department after an appointment is made.

Changes Certain The circulation of petitions for Phillips aroused friends of Chief Patterson, who started campaigning yesterday for the retention of the incumbent.

Political circles are humming with conjectures over the future of the police department. Meantime the new trustees are maintaining a policy of silence regarding a new chief, but seem to be outspoken in the conviction that important changes will be made.

Members of the board have agreed that any important decision to be made affecting any of the city departments shall represent the consensus of opinion of the majority of the board. Committees too will function as three-man bodies and not as "one-man troops," it is declared.

Jessup to Go? One important change that has been tentatively agreed upon is the change in the system of pay for the city engineer. The new board members are agreed that the percentage basis must be discontinued and that a city engineer on a flat salary be appointed. Whether this change in the system will write this to the incumbency of J. J. Jessup has not been announced. In view of the board's decision to employ only men who live in Torrance, it is freely predicted that Mr. Jessup's affiliation with the city is near a close.

Members of the board declare that they are bound by no promises (Continued on Last Page)

Herald and News in Free Award of Gifts Worth \$5000

Hudson Coach and Chevrolet Roadster Head List of Valuable Presents Which Will Be Presented Absolutely Free by Torrance and Lomita Papers

EVERYBODY WINS IN THIS GIGANTIC CONTEST

Details of Great Offer Published Below Reveal Most Stupendous Presentation Plan Ever Put Forth by Newspaper in This District

"The Torrance Herald and Lomita News in every home in this section."

Presenting a dazzling array of awards, The Herald and News elsewhere in this issue, announces the inauguration of the most stupendous automobile and cash campaign ever conducted in this section. And the purpose of the whole gigantic gift distribution is the placing of the Herald and News in every home hereabout. More than \$5,000.00 in gifts, including TWO OF THE VERY LATEST 1926 MODEL AUTOMOBILES, a \$1379.00 HUDSON COACH purchased from Zeller and Stiles, Redondo, and now on display in their showrooms, and a \$734.00 CHEVROLET SPORT ROADSTER purchased from Torrance Motor Co. (Day and Night Garage) and on display in their showrooms; hundreds of dollars in gold and silver and merchandise awards—in fact, just as many gifts as there are participants—will be distributed among the men and women, the boys and the girls in the territory served by the Herald and News. It is predicted that this great gift distribution—the liberality of which surpasses any previous attempt in this section—will be the most successful in the annals of newspaperdom in this vicinity.

Red Tape to Be Absent There is to be no red tape connected with the campaign. The gifts—Gold, Silver, Automobiles and Merchandise—are to be distributed absolutely as stated. Any man, woman, boy or girl, married or single, residing in the section served by the Herald and News, is eligible to secure one of the gifts.

PRIZES ON DISPLAY Special attention is called to the complete array of prizes displayed in the big display window in the Herald News building.

All prizes, including actual photographs of the two luxurious autos, can be seen day and night.

It is not necessary that the participant be a subscriber to the Herald or News. And every participant is guaranteed a CASH or merchandise gift or one of the two automobiles according to the rules of the distribution.

Nor does it cost the candidate one cent, either now or later, to participate and secure one of the gifts.

The only stipulation that the Herald and News makes in connection with entrants is that no employee in the office of the Herald and News or members of their immediate families can enter.

Boys' Week Will Be Observed In Torrance Starting Sunday

Sponsored by Rotary International and observed throughout the world, Boys' Week opens Sunday. Under the leadership of Charles V. Jones, chairman of the boys' work committee, the Rotary Club of Torrance has arranged a program of observance for next week.

Sermons designed especially for boys will be delivered in churches throughout the city, and parents are urged to see that their sons attend.

Monday will be boys' day in the schools. Principal Herbert Wood has arranged a program of observance. Speakers will address boys, and boys will be placed in executive positions throughout the institution.

Citizenship Day, Tuesday is Citizenship Day, with City Attorney Perry G. Bracey in charge. Boys will be sworn in as executive and deliberative officers of the city and will run the affairs of Torrance for two or three hours.

To bring to the attention of the public the wealth of valuable boy-

hood in Torrance there will be a parade of boys on Wednesday at 1 o'clock. The parade will be arranged by Monte Darling and Don Findley.

At 2 o'clock an athletic meet under the direction of Hurum Ueber will be held at the high school, to be followed by a feed put on by Rotarians under the chairmanship of Fay L. Parks.

To Visit Factories Thursday will be boys' day in industry. R. R. Smith is in charge of this phase of the week's observance, and trips through local industries will be taken by boys. Guides will explain to the boys various phases in the operation of local plants.

On Friday there will be a May festival at the high school and the elementary school. The Rotary Boys' Week movement, in which thousands of cities participate each year, is endorsed by President Coolidge, the governors of most states, high jurists, and scores of men of note in prominent walks of life in the United States.

Women's Club Minstrel Show Will Be Staged Friday Night

A wonderful time is promised to those who attend the minstrel show at the Women's Clubhouse Friday evening, April 23.

The cast is composed entirely of home talent and the songs and the rest of the program will be a treat to all who attend.

The demand for tickets indicates a crowded house. The show—from 8 to 9:30—will be followed by dancing to the music of the Oriole orchestra.

Many in Cast Members of the Women's Club who are in the cast include Mrs. Budge, Mrs. Louise Lynch, Mrs. Jennie Moore, Mrs. Hazel Fossum, Mrs. Sara Lindow, Mrs. Mary Pierce, Mrs. Minnie Huddleston, Mrs. Marguerite Kelsey, Mrs. Maud Locke, Mrs. Nellie Stevenson, Mrs. Rose Marie Hall, Mrs. Emma Jessie, Mrs. Julia Neelands, Mrs. Leaning, Mrs. Rose Rothleder, Mrs. Bernice, Mrs. Myrtle Dilley, Mrs. Olga Cook, Mrs. Elsie Smith, Mrs. Edna Stone, Mrs. Elsie Smith,

Mrs. Hattie Wolfe, Mrs. Ethel Miller, Mrs. Lillian Dye, Mrs. Estelle Greaves, Mrs. Clemma Watson, Mrs. Mary Peterson, Mrs. Lucilla Currier, Mrs. Marguerite Wright, Mrs. Ila Gilbert, Mrs. Minnie Ott, Mrs. Laura McFarland, Mrs. Mary McCarthy.

Other Local Talent Others appearing on the program include C. M. Mackenzie, vocalist; Dr. W. J. Neelands, "Chick" Curtis, Fred Lessing and C. B. Bell, in Ethiopian melodies; Virginia Cook and Mary Sleep, in specialty dances; and Jack Reeve, John Flegel and Julian Genevo, jazz artists.

Mrs. Emma Briney is directress, and Mrs. Gladys Fitzhugh pianist. The check room will be in charge of Mrs. Phoebe Milburn; Mrs. Janet Woodington and Mrs. Edith Leaning will preside at the punch bowl; and Mrs. Zetta McCord and Mrs. Edna Wappenstein are "property men."

BUSINESS LOOKS UP IN ALL RETAIL LINES IN TORRANCE

Business is better in Torrance. A canvass of retail merchants by The Herald this week revealed a note of renewed confidence. In practically every retail line merchants reported marked increases in business volume.

Generally improved industrial conditions are given as the reasons for the betterment of economic conditions here. The increase in business and business opportunity here is reflected in this issue of The Herald. This is the first 16-page edition. The Herald has published since the Christmas buying rush.

EXTRA!—HERE'S REAL NEWS

"Extra! EXTRA! All about the big —" You don't ignore the newsway when he shouts that at you. It's a promise of NEWS. Your hand goes to find your pocket. You want to find out. You'd be a tame sort if you didn't. There's a thrill about news. News is exciting.

News about what? Fires, financial scores, murders, political happenings—a hundred things. Or about a new contrivance called "radio," or a new price reduction in automobiles, a merchant offering his stock at cost in order to raise much-needed money. Or the hundreds of other merchants' offers to save you money and stimulate business for the weekend.

All of it is news. The news about many things comes to you in the form of advertisements. To miss the advertising is to miss half the news in this paper.

Here are sixteen pages—over half of which are given over to NEWS THAT AFFECTS YOUR EVERYDAY LIFE. Food, Clothing, Homes, Automobiles, Amusements—they're all in the advertisements. If you took advantage of all the bargains advertised in this edition alone, you would save yourself hundreds of dollars. Don't skip the advertisements in this newspaper. Advertising is news—living, vital NEWS that affects YOUR POCKET-BOOK!

Members of the board declare that they are bound by no promises (Continued on Last Page)